

ORDER

KSNV

Orders

Order / Rev: 104407
 Alt Order #: 06832081
 Product Desc: HELLER FOR SENATE
 Estimate: _____
 Flight Dates: 10/03/12 - 10/09/12
 Original Date / Rev: 07/18/12 / 07/18/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact: _____
 Billing Contact: _____
3299 K St. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	134	\$82,725.00	\$70,316.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	134	\$82,725.00	\$70,316.25	0.00
Totals	134	\$82,725.00	\$70,316.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$82,725.00
Market	100%	\$285,258.62

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$74,167.24
KLVX	0%	\$0.00
KSNV-	2%	\$5,705.17
KTNV	18%	\$51,346.55
KTUD	1%	\$2,852.59
KVVU	24%	\$68,462.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wa@M	5-6a		--WTF--	:30	6	\$300.00	2	0.00	NM	6	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		6		\$300.00		0.00					

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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$300.00		0.00						
E 2	KSNV	10/08/12	10/09/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$300.00		0.00						
E 3	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$450.00		0.00						
E 4	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$450.00		0.00						
E 5	KSNV	10/03/12	10/05/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002		0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$600.00		0.00						
E 6	KSNV	10/08/12	10/09/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$600.00		0.00						
E 7	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$275.00		0.00						
E 8	KSNV	10/03/12	10/05/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3		\$275.00		0.00						
E 9	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3		\$225.00		0.00						
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$225.00		0.00						
E 11	KSNV	10/08/12	10/09/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$225.00		0.00						
E 12	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3		\$225.00		0.00						
E 13	KSNV	10/03/12	10/05/12		CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$275.00		0.00			
E 14	KSNV	10/08/12	10/09/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
E 15	KSNV	10/08/12	10/09/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
E 16	KSNV	10/03/12	10/05/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$225.00		0.00			
E 17	KSNV	10/03/12	10/05/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
				Days of our Lives											
				DAUS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$275.00		0.00			
E 18	KSNV	10/08/12	10/09/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
E 19	KSNV	10/08/12	10/09/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
E 20	KSNV	10/03/12	10/05/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$225.00		0.00			
E 21	KSNV	10/03/12	10/05/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$300.00		0.00			
E 22	KSNV	10/08/12	10/09/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
E 23	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
E 24	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$450.00		0.00			
E 25	KSNV	10/03/12	10/05/12		CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --WTF-- 3 \$450.00 0.00															
E 26	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 MT----- 2 \$450.00 0.00															
E 27	KSNV	10/08/12	10/09/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 MT----- 4 \$900.00 0.00															
E 28	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$900.00	2	0.00	NM	6	\$5,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --WTF-- 6 \$900.00 0.00															
E 29	KSNV	10/08/12	10/09/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 MT----- 2 \$750.00 0.00															
E 30	KSNV	10/03/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --WTF-- 3 \$750.00 0.00															
E 31	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --WTF-- 3 \$750.00 0.00															
E 32	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 MT----- 2 \$750.00 0.00															
E 33	KSNV	10/08/12	10/09/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 MT----- 2 \$450.00 0.00															
E 34	KSNV	10/03/12	10/05/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --WTF-- 3 \$450.00 0.00															
E 35	KSNV	10/04/12	10/04/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$775.00 0.00															
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$775.00 0.00															
E 37	KSNV	10/08/12	10/09/12		CM	1135p-1237a	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
E 38	KSNV	10/03/12	10/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$275.00		0.00			
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$2,400.00		0.00			
E 40	KSNV	10/09/12	10/09/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$2,400.00		0.00			
E 41	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$2,100.00		0.00			
E 42	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
DLNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$2,100.00		0.00			
E 43	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----SS					2	\$750.00		0.00			
E 44	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$225.00		0.00			
E 45	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$325.00		0.00			
E 46	KSNV	10/06/12	10/06/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
E 47	KSNV	10/06/12	10/06/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$450.00		0.00			
E 48	KSNV	10/06/12	10/06/12	Weekend Jeopardy/Whe WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$375.00		0.00			
E 49	KSNV	10/06/12	10/06/12		CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00

Order / Rev: 104407
Alt Order #: 06832081
Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Night Live															
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$750.00		0.00			
E 50	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$225.002		0.00	NM	1	\$225.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$225.00		0.00			
E 51	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.002		0.00	NM	1	\$500.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$500.00		0.00			
E 52	KSNV	10/07/12	10/07/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.002		0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,900.00		0.00			
E 53	KSNV	10/07/12	10/07/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.002		0.00	NM	1	\$250.00
News 3 Today															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$250.00		0.00			
E 54	KSNV	10/07/12	10/07/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.002		0.00	NM	1	\$375.00
Chris Matthews SUN 9:30am															
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$375.00		0.00			
E 55	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.002		0.00	NM	1	\$1,600.00
NFL Pre-Game															
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,600.00		0.00			
E 56	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$8,000.00		0.00			
E 57	KSNV	10/07/12	10/07/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.002		0.00	NM	1	\$6,500.00
NFL End of Game Break															
SNF-POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$6,500.00		0.00			
E 58	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.002		0.00	NM	1	\$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$200.00		0.00			
													Totals	134	\$82,725.00